ALWYN R. VELASQUEZ

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*Dynamic designer, media expert, analytical thinker, team builder,
achiever within technical and creative groups defining,
producing, promoting and launching B2B and B2C products and services.*

EXPERTISE

Website Design and Application Development	Project / CRM / Task Management
Wireframing / User Personas / Prototyping / Layout	Marketing / Branding / Social Media / CMS
Information Architecture / User Interface Design	Technical / Product Documentation
Instructional Design / Usability	Training / Teaching / Lectures / Events
Business Development / Negotiations	Executive Presentations / Sales Support

TOOLS

Office, CS5 (includes After Effects and Premier Pro), QuarkXPress 6, MS Project Pro 2010, Final Cut Express 4; Visio 2010, Axure RP Pro 6.5 & OmniGraffle Professional 5.4.3, Wordpress; HootSuite; familiar with Adobe Captivate, Base Camp, Google Analytics, JavaScript, Drupal; Macintosh, Windows

SKILLS

Graphic Design, Photography, Video, HTML5, CSS3, IA, UI/UX (5 years - mobile/web), Instructional Design, Accessibility, CMS, SEO; Macintosh, Windows; Fluent: written & conversational Spanish

AWARDS

Neo Award of Excellence; Creativity Design Competition; Graphic Design USA, Print Design Annual; DESI, Bookbuilders of Boston

CAREER

Cambridge BrickHouse, Inc., *Lawrence, MA*   6/2011 - Present
Freelance Designer
- Independent contractor on print design & production projects; interfaced with authors & in-house contacts, working out project deliverables and delivery of final print ready files (Creative Suite 5.5: Photoshop, Illustrator, InDesign)

Pearson North America, *Boston, MA*   2/2006 - 4/2011
Senior Designer - Web Product Development / Instructional Design, 2010-2011
- Instructional Designer: worked on developing learning modules that led users through learning objective sequences (initial concept, exercises, user input validation, assessment and remediation). Modules comprised a math whiteboard application
- Built 100-photographer network in the Spanish-speaking world; image transfer via cloud and communication via Skype. Model deployed with 80% deferment of travel and shipping costs on Math (online) & Social Studies (print) projects

Design Project Manager - Print & Web Product Development, 2008-2010
- Led 15-month Spanish product redesign; supervised initial designs by 7 internal designers. Project was half traditional textbook and half a rich-media online application. (Creative Suite 5: Photoshop. Illustrator, InDesign).
- Led development of rich-media online application for Spanish product, a companion to textbook product or a stand-alone product teaching high school / college students. Responsible for UI/UX development; employed rapid prototyping to develop designs for internal approvals and focus testing (Photoshop, Dreamweaver, some HTML prototyping)
- Managed project through multiple development stages (US and Canadian design firms), internal approvals and focus testing; 30% savings on development

Designer II - Print Product Development, 2006-2008
- Print designer on multi-disciplinary education products (QuarkXPress, Creative Suite)

Aptara and **Vista Higher Learning,** *Boston, MA*   1 - 12/2005
Senior Design Consultant (two consecutive 6 month assignments)
• Designed features, formats and graphical elements on several education products
  (Creative Suite)
• Designer, photo researcher and first language contact securing art and photo
  permissions

Baseline Development Group*, Boston, MA*   6/2004 - 1/2005
Production Manager
• Recruited, hired & supervised all design staff; handled project budgeting and estimating
• Engineered project planning & production workflow; reviewed all product development
  stages; led status meetings with clients; aggregated internal input prior to meetings

Brown Publishing Network, *Wellesley, MA*   3/2002 - 5/2004
Senior Designer
• Project manager on company website redesign; led project though vendor selection,
  contracts, project scope, schedule, benchmark, deliverables, testing and launch;
  website focused on rebranding and repositioning of company
• Designed email marketing templates, managed company website redesign and led
  intranet design development proposal (HTML/CSS)

Publicom, Inc., *Cambridge, MA*   2/2001 - 1/2002
Senior Designer
• Prototyping, visual design and layout work for local and national clients

Flashpoint Technology, Inc*., Boston, MA*   1/2000 - 1/2001
Corporate Art Director, Brand Manager, Marketing, Sales, Technical Documentation
• Part of engineering with project management responsibilities – personnel, scheduling,
  tasks and budgets adhering to project projections, contributing to status reports, active
  in client meetings, involved in customer relationship management (MS Project)
• I was part of an upper management business development team working with Fortune
  500 companies: Yahoo, Sprint, Verizon, AT&T, Kodak, Pentax, HP, Minolta, and Epson
• As Brand manager I regulated branding standards across all products and services
• Instructional Designer responsibilities establishing and creating learning modules to
  reduce application learning curve and build/reinforce usability for contract projects.

Information Architect
• Project lead: proprietary image & data application (insurance/medical). First fully
  functional interactive prototype delivered in 14-days. Was pivotal in securing 2 million
  dollar project advance. Created site maps & wireframes (HTML, Photoshop, Illustrator,
  Visio).
• Developed user navigation/migration of product pipeline leading customization of
  FlashPoint's online photo image/photo sharing application; managed HTML/CSS
  development and usability studies
• Responsible for all technical documentation tied to product development and final
  product deliverables

User Interface Specialist
• User Interface expert and primary point of contact for clients on all interface issues
• Interface customizing lead re-facing company's proprietary photo sharing engine
  catering to specific requirements of clients like AOL, Yahoo, Nextel, Sprint, AT&T,
  Verizon and Shutterbug (Photoshop, Fireworks)
• Led development of how-to (use) guides for existing and under contract products to
  improve user experience, minimize and improve user learning curve
• Revamped proprietary *Digita*® digital camera application; interface first used by
  Eastman Kodak; look-and-feel designs for internal approval prior to implementation
  (Photoshop, Fireworks, HTML, CSS)
• Design lead on highly customized mobile (handsets), digital camera and online
  interfaces; static navigational screens for functionality (Photoshop, Fireworks)

ColourMark, Cambridge, MA   6/1998-1/2000
Principal Partner, Design Director, Website Developer, Marketing & Sales
• Designed and supervised development of bi-lingual (French / English) scalable website
  for Quali-Phone, Europe's leading call-center company servicing Apple, FIAT and IBM
• Lead designer on all print and web projects (ideation, prototyping, production, testing)
  (QuarkXPress, Dreamweaver, HTML/CSS)

CEPUB, Addison Wesley Longman, *Reading, MA*   8/1996 - 6/1998
Art Director, Marketing, Print, Production, Website Projects
• In-house designer & resource to authors (marketing, promotions & companion websites
• Project manager on book companion website projects delegated to outside developers;
  responsible for project scheduling, benchmarking and validation of completed websites
  prior to live launch
• Contract web designer who successfully completed a major book companion website for
  CEPUB after leaving the company to establish independent consultancy (HTML)

PROFESSIONAL
Pearson's Partners In Business*, Chair*   6/2008 - 12/2010
• Chaired employee volunteer fundraising group improving workplace environment and
  morale; kick-started fundraising drives for Greater Boston charities; successfully lead
  plan and execution of division holiday party to cut costs from $18,000-26,000 to $2500

ADJUNCT PROFESSOR
I taught for 17 years within the Boston area: **Computer Processing Institute**, **Brookline Adult Education**,
Massachusetts College of Art & Design, **Boston Adult Education Center**, **Emerson College**, and
Boston University, **LaSalle College** teaching *PageMaker, QuarkXPress, Illustrator, Graphic Design, Book
& Web Design, Web Process, QuarkXPress, InDesign, HTML, Creative Career Explorations, Book Design
Certificate Program, Principles of Graphic Design and a Publishing Certificate Program courses*

SOCIAL MEDIA ENGAGEMENT
Social Media: Facebook, Twitter, Google+, Pinterest, Yelp, Foursquare; **Networking:** LinkedIn;
Collaborative: Forrst, GitHub; **Blog:** Wordpress, Tumblr; **Photography:** Flickr, Instagram, EyeEm (Boston
Ambassador), Hipstamatic; **Video:** YouTube, Vimeo, Vine

SPEAKER
Roxbury Community College, *Industry Panel-Information & Communications Technology*; Harvard
University, *A Designer's Role in Publishing*; Emerson College, *Overview of Publishing Industry
and Career Opportunities*; Bookbuilders of Boston, *Getting the Ideas on the Page* (Words into Type)

EDUCATION
Lesley University, Cambridge, MA
MSM, Management

Massachusetts College of Art, Boston, MA
BFA, Graphic Design